

**CONTRACT**

**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

wave3.com

And:

**Strategic Media Placement.**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>806036 /        |   | <u>Alt Order #</u><br>06266219                         |
| <u>Product</u><br>MIKE PENCE FOR GOVER        |   |  |
| <u>Contract Dates</u><br>10/15/12 - 11/06/12  | <u>Estimate #</u><br>2433                 |  |
| <u>Advertiser</u><br>Pence, Mike for Governor |   | <u>Original Date / Revision</u><br>11/02/12 / 11/02/12 |
| <u>Billing Cycle</u><br>EOM/EOC               | <u>Billing Calendar</u><br>Broadcast      | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WAVE                        | <u>Account Executive</u><br>meghan mcgarr | <u>Sales Office</u><br>HRP-Washingto                   |
| <u>Special Handling</u>                       |   |  |
| <u>Demographic</u><br>Adults 35+              |   |  |
| <u>IDB#</u>                                   | <u>Advertiser Code</u>                    | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                             |   | <u>Advertiser Ref</u>                                  |

| *Line | Ch   | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1     | WAVE | 10/29/12          | 11/02/12        | WAVE Sunrise I (5-5:30am) | 5-5:30am       |      | :30    |                   |             | NM   | 3     | \$270.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MTWTF--                   |                |      |        | 3                 | \$90.00     |      |       |            |
| 2     | WAVE | 11/05/12          | 11/06/12        | WAVE Sunrise I (5-5:30am) | 5-5:30am       |      | :30    |                   |             | NM   | 1     | \$90.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | MT-----                   |                |      |        | 1                 | \$90.00     |      |       |            |
| 3     | WAVE | 10/15/12          | 11/02/12        | WAVE Sunrsie III 6-7am    | 6-7am          |      | :30    |                   |             | NM   | 17    | \$5,525.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | MTWTF--                   |                |      |        | 4                 | \$325.00    |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | MTWTF--                   |                |      |        | 4                 | \$325.00    |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MTWTF--                   |                |      |        | 9                 | \$325.00    |      |       |            |
| 4     | WAVE | 11/05/12          | 11/06/12        | WAVE Sunrsie III 6-7am    | 6-7am          |      | :30    |                   |             | NM   | 4     | \$1,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | MT-----                   |                |      |        | 4                 | \$325.00    |      |       |            |
| 5     | WAVE | 10/15/12          | 11/02/12        | NBC Today Show            | 7-9am          |      | :30    |                   |             | NM   | 17    | \$6,375.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | MTWTF--                   |                |      |        | 4                 | \$375.00    |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | MTWTF--                   |                |      |        | 4                 | \$375.00    |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MTWTF--                   |                |      |        | 9                 | \$375.00    |      |       |            |
| 6     | WAVE | 11/05/12          | 11/06/12        | NBC Today Show            | 7-9am          |      | :30    |                   |             | NM   | 4     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | MT-----                   |                |      |        | 4                 | \$375.00    |      |       |            |
| 7     | WAVE | 10/15/12          | 11/02/12        | NBC Today Show II 9-10AM  | 9-10am         |      | :30    |                   |             | NM   | 12    | \$2,520.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | MTWTF--                   |                |      |        | 2                 | \$210.00    |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | MTWTF--                   |                |      |        | 2                 | \$210.00    |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MTWTF--                   |                |      |        | 8                 | \$210.00    |      |       |            |
| 8     | WAVE | 11/05/12          | 11/06/12        | NBC Today Show II 9-10AM  | 9-10am         |      | :30    |                   |             | NM   | 2     | \$420.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/05/12          | 11/11/12        | MT-----                   |                |      |        | 2                 | \$210.00    |      |       |            |
| 9     | WAVE | 10/15/12          | 11/02/12        | 3-4pm (Mon-Fri)           | 3-4pm          |      | :30    |                   |             | NM   | 9     | \$1,665.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | MTWTF--                   |                |      |        | 2                 | \$185.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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|--|--|--------------------------------------|
| <u>Contract / Revision</u><br>806036 /                 |  | <u>Alt Order #</u><br>06266219       |
| <u>Contract Dates</u><br>10/15/12 - 11/06/12           |  | <u>Product</u><br>MIKE PENCE FOR GOV |
| <u>Advertiser</u><br>Pence, Mike for Governor          |  | <u>Estimate #</u><br>2433            |
| <u>Original Date / Revision</u><br>11/02/12 / 11/02/12 |  |                                      |

| *Line | Ch                 | Start Date        | End Date          | Description             | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Type        | Spots | Amount     |
|-------|--------------------|-------------------|-------------------|-------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
|       |                    |                   |                   |                         |                       |                 |               |                   |                     |             |       |            |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | MTWTF--                 |                       |                 |               | 2                 | \$185.00            |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | MTWTF--                 |                       |                 |               | 5                 | \$185.00            |             |       |            |
|       | <u>Spot</u>        | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>      | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 7                  | WAVE              | 10/29/12-11/04/12 | 3-4pm (Mon-Fri)         | 3-4pm                 | MTuWThF----     | :30           |                   | <del>\$185.00</del> | NM          |       |            |
|       | See MG 9.10        |                   |                   |                         |                       |                 |               |                   |                     |             |       |            |
|       | 10                 | WAVE              | 11/02/12-11/02/12 | 3-4pm (Mon-Fri)         | 3-4pm                 | -----F----      | :30           |                   | \$185.00            | NM          |       |            |
|       | Ⓜ MG for 9.7 10/31 |                   |                   |                         |                       |                 |               |                   |                     |             |       |            |
| 10    | WAVE               | 11/05/12          | 11/05/12          | 3-4pm (Mon-Fri)         | 3-4pm                 |                 | :30           |                   |                     | NM          | 1     | \$185.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 11/05/12          | 11/11/12          | 1-----                  |                       |                 |               | 1                 | \$185.00            |             |       |            |
| 11    | WAVE               | 10/15/12          | 11/02/12          | WAVE 3 News 5-530pm     | 5-530pm               |                 | :30           |                   |                     | NM          | 13    | \$5,200.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/15/12          | 10/21/12          | MTWTF--                 |                       |                 |               | 4                 | \$400.00            |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | MTWTF--                 |                       |                 |               | 4                 | \$400.00            |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | MTWTF--                 |                       |                 |               | 5                 | \$400.00            |             |       |            |
| 12    | WAVE               | 11/05/12          | 11/05/12          | WAVE 3 News 5-530pm     | 5-530pm               |                 | :30           |                   |                     | NM          | 1     | \$400.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 11/05/12          | 11/11/12          | 1-----                  |                       |                 |               | 1                 | \$400.00            |             |       |            |
| 13    | WAVE               | 10/15/12          | 11/02/12          | WAVE 3 News 530-6pm     | 530-6pm               |                 | :30           |                   |                     | NM          | 13    | \$5,850.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/15/12          | 10/21/12          | MTWTF--                 |                       |                 |               | 4                 | \$450.00            |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | MTWTF--                 |                       |                 |               | 4                 | \$450.00            |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | MTWTF--                 |                       |                 |               | 5                 | \$450.00            |             |       |            |
| 14    | WAVE               | 11/05/12          | 11/05/12          | WAVE 3 News 530-6pm     | 530-6pm               |                 | :30           |                   |                     | NM          | 1     | \$450.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 11/05/12          | 11/11/12          | 1-----                  |                       |                 |               | 1                 | \$450.00            |             |       |            |
| 15    | WAVE               | 10/15/12          | 11/02/12          | WAVE 3 News 6-630pm     | 6-6:30pm              |                 | :30           |                   |                     | NM          | 12    | \$7,200.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/15/12          | 10/21/12          | MTWTF--                 |                       |                 |               | 4                 | \$600.00            |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | MTWTF--                 |                       |                 |               | 4                 | \$600.00            |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | MTWTF--                 |                       |                 |               | 4                 | \$600.00            |             |       |            |
| 16    | WAVE               | 11/05/12          | 11/05/12          | WAVE 3 News 6-630pm     | 6-6:30pm              |                 | :30           |                   |                     | NM          | 1     | \$600.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 11/05/12          | 11/11/12          | 1-----                  |                       |                 |               | 1                 | \$600.00            |             |       |            |
| 17    | WAVE               | 10/15/12          | 11/02/12          | NBC Nightly News        | avail SU only         |                 | :30           |                   |                     | NM          | 8     | \$8,000.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/15/12          | 10/21/12          | MTWTF--                 |                       |                 |               | 2                 | \$1,000.00          |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | MTWTF--                 |                       |                 |               | 2                 | \$1,000.00          |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | MTWTF--                 |                       |                 |               | 4                 | \$1,000.00          |             |       |            |
| 18    | WAVE               | 11/05/12          | 11/05/12          | NBC Nightly News        | avail SU only         |                 | :30           |                   |                     | NM          | 1     | \$1,000.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 11/05/12          | 11/11/12          | 1-----                  |                       |                 |               | 1                 | \$1,000.00          |             |       |            |
| 19    | WAVE               | 11/04/12          | 11/04/12          | Late News Following NFL | Late News Followir    |                 | :30           |                   |                     | NM          | 1     | \$360.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | -----1                  |                       |                 |               | 1                 | \$360.00            |             |       |            |
| 20    | WAVE               | 10/21/12          | 11/04/12          | WAVE 3 News 6pm-Sun     | 6-630pm               |                 | :30           |                   |                     | NM          | 3     | \$1,140.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>         |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 10/15/12          | 10/21/12          | -----1                  |                       |                 |               | 1                 | \$380.00            |             |       |            |
| Week: |                    | 10/22/12          | 10/28/12          | -----1                  |                       |                 |               | 1                 | \$380.00            |             |       |            |
| Week: |                    | 10/29/12          | 11/04/12          | -----1                  |                       |                 |               | 1                 | \$380.00            |             |       |            |

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|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>806036 /        |  | <u>Alt Order #</u><br>06266219                         |
| <u>Contract Dates</u><br>10/15/12 - 11/06/12  |  | <u>Product</u><br>MIKE PENCE FOR GOV                   |
| <u>Advertiser</u><br>Pence, Mike for Governor |  | <u>Estimate #</u><br>2433                              |
|   |  | <u>Original Date / Revision</u><br>11/02/12 / 11/02/12 |

| *Line  | Ch   | Start Date | End Date | Description             | Start/End Time        | Days | Length | Spots/Week | Rate       | Type | Spots | Amount     |
|--|------|------------|----------|-------------------------|-----------------------|------|--------|------------|------------|------|-------|------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| 21   | WAVE | 10/15/12   | 11/02/12 | WAVE 3 @ 7 PM           | M-F 6:58-7:27 PM      |      | :30    |            |            | NM   | 9     | \$5,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | MTWTF--                 |                       |      |        | 2          | \$600.00   |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | MTWTF--                 |                       |      |        | 2          | \$600.00   |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | MTWTF--                 |                       |      |        | 5          | \$600.00   |      |       |            |
| 22   | WAVE | 11/05/12   | 11/05/12 | WAVE 3 @ 7 PM           | M-F 6:58-7:27 PM      |      | :30    |            |            | NM   | 1     | \$600.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 11/05/12   | 11/11/12 | 1-----                  |                       |      |        | 1          | \$600.00   |      |       |            |
| 23   | WAVE | 10/15/12   | 11/02/12 | Late News M-Sat         | 11-1136pm             |      | :30    |            |            | NM   | 12    | \$4,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | MTWTF--                 |                       |      |        | 3          | \$400.00   |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | MTWTF--                 |                       |      |        | 4          | \$400.00   |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | MTWTF--                 |                       |      |        | 5          | \$400.00   |      |       |            |
| 24   | WAVE | 11/05/12   | 11/05/12 | Late News M-Sat         | 11-1136pm             |      | :30    |            |            | NM   | 1     | \$400.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 11/05/12   | 11/11/12 | 1-----                  |                       |      |        | 1          | \$400.00   |      |       |            |
| 25   | WAVE | 10/15/12   | 11/02/12 | Tonight Show            | 1135pm-1237xm         |      | :30    |            |            | NM   | 12    | \$2,040.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | MTWTF--                 |                       |      |        | 3          | \$170.00   |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | MTWTF--                 |                       |      |        | 4          | \$170.00   |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | MTWTF--                 |                       |      |        | 5          | \$170.00   |      |       |            |
| 26   | WAVE | 11/05/12   | 11/05/12 | Tonight Show            | 1135pm-1237xm         |      | :30    |            |            | NM   | 1     | \$170.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 11/05/12   | 11/11/12 | 1-----                  |                       |      |        | 1          | \$170.00   |      |       |            |
| E 27   | WAVE | 11/04/12   | 11/04/12 | NBC Nightly News        | NBC Nightly News      |      | :30    |            |            | NM   | 1     | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | -----1                  |                       |      |        | 1          | \$1,000.00 |      |       |            |
| 28   | WAVE | 10/16/12   | 10/23/12 | Parenthood Tue 10-11p   | Parenthood Tue 10-11p |      | :30    |            |            | NM   | 1     | \$700.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | -1-----                 |                       |      |        | 1          | \$700.00   |      |       |            |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> |      |            |          |                         |                       |      |        |            |            |      |       |            |
| 1 WAVE 10/15/12-10/21/12 Parenthood Tue 10-11p Parenthood Tue 10-11p----- :30 \$700.00 NM  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Credited   |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | -1-----                 |                       |      |        | 1          | \$700.00   |      |       |            |
| 29   | WAVE | 10/31/12   | 10/31/12 | Wednesday Hour 2        | L&O SVU Wed 9-1       |      | :30    |            |            | NM   | 1     | \$900.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | --1----                 |                       |      |        | 1          | \$900.00   |      |       |            |
| 30   | WAVE | 10/17/12   | 10/31/12 | Wednesday Hour 3        | Chicago Fire Wed      |      | :30    |            |            | NM   | 3     | \$2,100.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | --1----                 |                       |      |        | 1          | \$700.00   |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | --1----                 |                       |      |        | 1          | \$700.00   |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | --1----                 |                       |      |        | 1          | \$700.00   |      |       |            |
| 31   | WAVE | 10/21/12   | 11/04/12 | NFL Football            | NFL Football          |      | :30    |            |            | NM   | 3     | \$6,600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |
| Week:  |      | 10/15/12   | 10/21/12 | -----1                  |                       |      |        | 1          | \$2,200.00 |      |       |            |
| Week:  |      | 10/22/12   | 10/28/12 | -----1                  |                       |      |        | 1          | \$2,200.00 |      |       |            |
| Week:  |      | 10/29/12   | 11/04/12 | -----1                  |                       |      |        | 1          | \$2,200.00 |      |       |            |
| 32   | WAVE | 10/20/12   | 11/03/12 | NBC Saturday Today Show | 7-9am                 |      | :30    |            |            | NM   | 3     | \$750.00   |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>  |      |            |          |                         |                       |      |        |            |            |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**WAVE-TV****725 South Floyd Street****Please use this for correspondence only****Louisville, KY 40203****(502) 585-2201**

wave3.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 806036 /            | 06266219    |

| Contract Dates      | Product            | Estimate # |
|---------------------|--------------------|------------|
| 10/15/12 - 11/06/12 | MIKE PENCE FOR GOV | 2433       |

| Advertiser               | Original Date / Revision |
|--------------------------|--------------------------|
| Pence, Mike for Governor | 11/02/12 / 11/02/12      |

| *Line  | Ch   | Start Date        | End Date        | Description          | Start/End Time     | Days | Length | Spots/Week        | Rate        | Type | Spots | Totals<br>Amount |
|--------|------|-------------------|-----------------|----------------------|--------------------|------|--------|-------------------|-------------|------|-------|------------------|
|        |      |                   |                 |                      |                    |      |        |                   |             |      |       |                  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | -----1-              |                    |      |        | 1                 | \$250.00    |      |       |                  |
| Week:  |      | 10/22/12          | 10/28/12        | -----1-              |                    |      |        | 1                 | \$250.00    |      |       |                  |
| Week:  |      | 10/29/12          | 11/04/12        | -----1-              |                    |      |        | 1                 | \$250.00    |      |       |                  |
| 33     | WAVE | 10/21/12          | 11/04/12        | NBC Meet The Press   | VARIOUS            |      | :30    |                   |             | NM   | 3     | \$1,500.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | -----1               |                    |      |        | 1                 | \$500.00    |      |       |                  |
| Week:  |      | 10/22/12          | 10/28/12        | -----1               |                    |      |        | 1                 | \$500.00    |      |       |                  |
| Week:  |      | 10/29/12          | 11/04/12        | -----1               |                    |      |        | 1                 | \$500.00    |      |       |                  |
| 34     | WAVE | 10/15/12          | 10/15/12        | Monday Hour 3        | Revolution Mon 10- |      | :30    |                   |             | NM   | 1     | \$600.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | M-----               |                    |      |        | 1                 | \$600.00    |      |       |                  |
| 35     | WAVE | 10/21/12          | 10/21/12        | Extra Weekend Sunday | Extra Wknd Sun 12  |      | :30    |                   |             | NM   | 1     | \$100.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | -----S               |                    |      |        | 1                 | \$100.00    |      |       |                  |
| 36     | WAVE | 10/30/12          | 10/30/12        | Go On/ New Normal    | Go On/ New Normal  |      | :30    |                   |             | NM   | 1     | \$700.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/29/12          | 11/04/12        | -1-----              |                    |      |        | 1                 | \$700.00    |      |       |                  |
| N 37   | WAVE | 11/03/12          | 11/03/12        | Saturday Prime Other | Sat 9-11p Movie R  |      | :30    |                   |             | NM   | 1     | \$400.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                    |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/29/12          | 11/04/12        | -----S-              |                    |      |        | 1                 | \$400.00    |      |       |                  |
| Totals |      |                   |                 |                      |                    |      |        |                   |             |      | 179   | \$78,810.00      |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/28/12 | 83         | \$38,630.00        | \$32,835.50        |
| 10/29/12 - 11/06/12 | 96         | \$40,180.00        | \$34,153.00        |
| <b>Totals</b>       | <b>179</b> | <b>\$78,810.00</b> | <b>\$66,988.50</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

|                              |             |
|------------------------------|-------------|
| <b>Station and Location:</b> | <b>Date</b> |
|------------------------------|-------------|

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| 10/15-11/6       |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |
|                  |                                  |      |       |                |                 |

|                       |
|-----------------------|
| <b>Total Charges:</b> |
|-----------------------|

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above-described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title